

ABSTRACT OF THE DISCLOSURE

In a printing system for printing image data based on orders from customers, a load of a laboratory having a large amount of orders can be reduced. A user transfers order information and image data from his/her personal computer to any one of customer service systems. The customer service system receiving the order information and the image data generates flow information indicating an address of the user, a logistic code, or a laboratory specification, and transfers the flow information together with the order information and the image data to an order assigning system. The order assigning system selects one of laboratories to carry out printing, based on the flow information and a table in a database representing a relationship between the flow information and the laboratories. The order assigning system transfers the order information and the image data to the selected laboratory. The laboratory prints the image data, based on the order information transferred thereto.